

PRESS RELEASE

Aura awarded the “red dot: best of the best” for the highest design quality

Aura by Inno filled the international jury of experts for the “red dot award: product design 2013” with enthusiasm and received the “red dot: best of the best” award. A total of 4,662 designs were submitted to the renowned product competition but only a very select few were given the honour of being considered for the top award. Aura competed with the best of the industry and was chosen a winner due to its elaborate and innovative design.

Aura, designed by Mikko Laakkonen, is a harmonious 2-seater sofa, it surrounds you and is perfect for creating peaceful interiors. Due to its high back the tempting Aura also works as a divider. The Aura sofa is also accompanied with a sympathetic lounge chair. Mix the sofa and the chair together to form cozy Aura groups or use the chair separately to form lower sitting groups. Also to be used as a side chair. The back of the Aura chair is slightly lower allowing more visibility. The disclosed structure gives Aura a characteristic identity.

The award-winning products will be exhibited in the red dot design museum in Germany, starting on July 1st 2013.

The red dot design award’s origins reach back to the 1950s. The award – the red dot – has established itself internationally as one of the most appreciated quality seals for outstanding designs.



reddot design award
best of the best 2013



Press pictures: https://dl.dropbox.com/u/1412682/aura_red_dot_best_of_the_best_2013.zip

Further information about the red dot design award: www.red-dot.de/press

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